

Syllabus

TH676 MARKETING THE ARTS

Three (3) Credit Hours

MW 2:30pm - 3:45pm

Fall 2005

Room 138 Rowand-Johnson Hall

Instructor: Thomas Adkins, Assistant Professor of Theatre and Dance

Office: 138 Rowand Johnson Hall

E-mail: adkin012@bama.ua.edu

Phone: 348-4442

Office Hours: M/W/F 8:30 – 9:30

T/Th 1:30 – 2:30

Or by appointment

Course Description:

Marketing the Arts will provide graduate students with an overview of the administrative functions of a marketing director/marketing department. Through reading, discussion, research projects and practical assignments, the student will develop an understanding of the structure and business of marketing, communications, and public relations, translating traditional business practices into the language of the performing arts. Although the emphasis will be on not-for-profit organizations, attention will also be given to the commercial theatre industry.

Prerequisites:

Graduate student status, or permission of the instructor.

Required Text:

Standing Room Only by Philip Kotler and Joanne Scheff (1997) There will be additional reading materials provided by the instructor to reinforce topics discussed in class. Information from both text and additional materials will be covered in examinations.

Topic Overview:

The course will have a major focus on the practical application of the art and science of marketing the arts in today's increasingly competitive economic environment. Specifically, the course will investigate the following areas: Strategic Market Planning for the Performing Arts, Understanding the Performing Arts Market, Developing a Marketing Strategy, Formulating the Communication Strategy, and Managing the Organization. Practical experience will include workshops in program and poster layout and design. Additional topics may be included as dictated by class interest and time constraints.

As individual projects, students will develop marketing plans for the Department of Theatre and Dance productions as well as develop additional marketing materials for a theatre (fictitious or fact) of their choice.

There will be a midterm and a final examination. Hearty, energetic, and thoughtful participation in class discussions is encouraged and expected, as it enhances the learning experience for all and has a positive impact on the final grade.

Expectations:

At the end of the semester, the student should have: a firm understanding of the administrative structure of a marketing department; the management decisions necessary for a marketing department overall health; and the basic skills to develop and maintain a strong marketing strategy.

Attendance Policy:

Attendance is required and will be recorded. You will be allowed two unexcused absences during the semester, and every unexcused absence beyond those two will result in the final grade by one half letter grade. Presentations and exams can not be rescheduled, except with doctor's written excuse. Late homework will not be accepted. Any exceptions to this would involve the direst of circumstances and will be made at the instructor's discretion.

Grading:

General Assignments	20%
Marketing Plans	20%
Midterm Exam	25%
Final Exam	35%
	100%

Americans With Disabilities Accommodations Statement: To request disability accommodations, please contact Disabilities Services (348-4285). After initial arrangements are made with this office, contact your professor.

Academic Misconduct: All acts of dishonesty in any work constitute academic misconduct. This includes, but is not limited to, cheating, plagiarism, fabrication of information, misrepresentations, and abetting of any of the above. The Academic Misconduct Disciplinary Policy will be followed in the event that academic misconduct occurs. Students should refer to the Student Affairs Handbook, which can be obtained in the Office of Student Life and Services in the Ferguson Center.

The Academic Honor Pledge: I (student) dedicate myself to upholding the ideals of academic integrity at the University of Alabama. I have read the Academic Honor Code, which explains disciplinary procedures that will result from cheating, plagiarism, fabrication, or misrepresentation. I understand that violation of this code will result in penalties as severe as indefinite suspension from the University.

**TH 676
Marketing the Arts
Lesson Topics and Assignments
Fall 2005 - SUBJECT TO CHANGE**

	<u>Topic</u>	<u>Assignment</u>	<u>Page</u>
AUGUST			
(Wed) 24	Introduction to Marketing. Student will choose which shows they wish to market as leader.	Assignment for next class: Read <i>Marketing Plans, Budgets, Implementation, and Control</i>	431
(Fri) 26	NO CLASS (We do not meet on Fridays. This allows you a specific time to work on your marketing assignments. However, assignments may be still be due. Check carefully.)		
(Mon) 29	Discussion of reading. Marketing Plans.	Assignment for next class: Develop rough draft of Marketing Plans for fall shows. Due: 8/31 Read <i>The Marketing Mind-Set</i>	29
(Wed) 31	Discussion of reading.	Assignment: A <i>Promising Answer: Strategic Market Planning and Understanding the Performing Arts Audience</i> Due: Rough draft of Marketing Plans for fall shows turned. Plans returned to students on Friday, Sep 2	47, 67
SEPTEMBER			
(Fri) 2	NO CLASS - Meet with Fall Season directors for graphic concept meetings. Students will schedule.	Marketing Plans returned for revisions.	
(Mon) 5	<i>LABOR DAY – NO CLASS</i>	Due: Final Marketing Plans (no class, please leave	

in my mailbox or
email to me)

(Wed) 7	Discussion of reading.	Assignment for next class: Read <i>Identifying Market Segments, Select Target Markets, and Positioning the Offer</i> and <i>Determining Market Size and Desire: Market Research</i>	93, 123
(Fri) 9	NO CLASS		
(Mon) 12	Discussion of reading.	Assignment for next class: Read <i>Identifying the Competition and Potential Collaborators</i>	157
(Wed) 14	Discussion of reading.	Assignment for next class: Read <i>Defining and Positioning the Product Offering</i>	189
(Fri) 16	NO CLASS	Assignment for next class: Read <i>Pricing the Performances for Cost and Value</i>	219
(Mon) 19	Discussion of reading.	Assignment for next class: Read <i>Managing Location, Capacity, and Ticket Distribution System</i>	239
(Wed) 21	Discussion of reading.	Assignment for next class: Read <i>Building Audience Frequency and Loyalty</i>	261
(Fri) 23	NO CLASS		
(Mon) 26	Discussion of reading.	Assignment for next class: Read <i>Delivering the Message</i>	297
(Wed) 28	Discussion of reading.	Assignment for next class: Read <i>Formulating the Communication Strategy</i>	299
(Fri) 30	NO CLASS		

Marketing Plans for
second half of
semester due.

OCTOBER

(Mon) 3	Discussion of reading.	Assignment for next class: Read <i>Developing Effective Advertising and Sales Promotion</i>	321	<i>Holy Ghosts</i> By Romulus Linney October 4 – 9, 2005 Marian Galloway Theatre
(Wed) 5	Discussion of reading.	Assignment for next class: Read <i>Employing Direct Marketing and Database Marketing</i>	345	
(Fri) 7	NO CLASS			
(Mon) 10	Discussion of reading. Midterm review.	Assignment for next class: Study for Mid-Term		<i>Assasins</i> Music by Stephen Sondheim Book by John Weidman October 11 – 16, 2005 Allen Bales Theatre
(Wed) 12	MIDTERM EXAM	Assignment for next class: Read <i>Improve Image and Visibility through Public Relations</i>	375	
(Fri) 14	NO CLASS			
(Mon) 17	Discussion of reading.	Assignment for next class: Read <i>Design and Managing a Market-Effective Organization and Its Volunteer Programs</i>	409	<i>Dance Alabama!</i> October 18 – 21, 2005 Morgan Auditorium
(Wed) 19	Discussion of reading.			
(Fri) 21	NO CLASS			
(Mon) 24	Discussion of reading.	Assignment for next class: Read <i>Audience for Now - Audiences for the Future</i>	513	
(Wed) 26	Discussion of reading.			
(Fri) 28	NO CLASS			
(Mon) 31		Assignment for next class: Develop rough draft of Marketing Plans for spring shows. Due: 11/7		

NOVEMBER

(Wed) 2		TBA	<i>Alabama Repertory Dance Theatre</i> November 1 – 5, 2005 Morgan Auditorium
(Fri) 4 (Mon) 7	NO CLASS	TBA Due: Rough draft of Marketing Plans for spring shows turned. Plans returned to students on Wednesday, Nov 09	
(Wed) 9 (Fri) 11	NO CLASS	TBA Due: Final Marketing Plans (no class, please leave in my mailbox or email to me)	
(Mon) 14		TBA	<i>A Flea In Her Ear</i> By Georges Feydeau November 15 – 20, 2005 Marian Gallaway Theatre
(Wed) 16 (Fri) 18 (Mon) 21 (Wed) 23 (Fri) 25 (Mon) 28	NO CLASS <i>THANKSGIVING HOLIDAY</i>	TBA TBA TBA TBA	
(Wed) 30		TBA	<i>Something Cloudy, Something Clear</i> By Tennessee Williams November 29 – December 4, 2005 Allen Bales Theatre

DECEMBER

(Fri) 2	NO CLASS	
(Mon) 5		TBA
(Wed) 7		TBA
(Fri) 9		TBA

**MONDAY, DECEMBER 12 – FINAL EXAM
11:30 AM to 2:00 PM**